



KNXV

# ORDER

Print Date 10/24/12

Page 1 of 2

Flight Dates **10/24/12-11/06/12**

Contract / Revision      **315828 /**

Original Date / Revision  
10/24/12    10/24/12

Advertiser **Carmona / Democrat / US Se**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

**Carmona for Arizona**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:13:00

Estimate #      **1875 - Mkgds**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-6

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
-------------------	--------	------------	----------

Dave Lombardo	100%		
---------------	------	--	--

Tanya Winscott	%		
----------------	---	--	--

Order Share 16%    Market Value 71875

Competing Station	% of Order	Amount
CABLE	%	0
KASW	2%	1437
KDRX	%	0
KPHO	20%	14375
KPNX	23%	16531
KPPX	%	0
KSAZ	23%	16531
KTVK	15%	10781
KTVW	%	0
KUSK	%	0
KUTP	1%	718
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	4	\$9,775.00	\$11,500.00	0.00
<b>Totals</b>	<b>4</b>	<b>\$9,775.00</b>	<b>\$11,500.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/27/12	4	\$9,775.00	\$11,500.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/26/12	10/26/12	Friday Prime A	CM	7pm-8pm	----F--	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
				Friday Prime A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--		1		\$2,000.00		0.00				
N 2	KNXV	10/27/12	10/27/12	NCAA Football Noon Ga	CM	NCAA Football Ga	----S-	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
				NCAA Football - UA v US										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1		\$6,000.00		0.00				
N 3	KNXV	10/26/12	10/26/12		CM	9pm-10pm	----F--	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00



KNXV

Print Date: 10/24/12

Page 2 of 2

**KNXV-TV  
PHOENIX**

Contract / Revision    **315828**    Flight Dates **10/24/12-11/06/12**

Hiatus Dates

Original Date / Revision    10/24/12/    10/24/12

Order Sep    00:13:00

Advertiser    **Carmona / Democrat / US S**    Product **Carmona for Arizona**

Estimate #    **1875 - Mkgds**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Friday Prime C												
				Friday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	----F--	1		\$3,000.00		0.00							
N 4	KNXV	10/27/12	10/27/12	Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
				Sa 4pm/5pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-	1		\$500.00		0.00							
														Totals	4	\$11,500.00

\*Tax 1 Note: Tax 0.5%.

\*Tax 1 Note: Tax 0.5%.